

FOR: Members, Tobacco Institute and TIRC

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TOBACCO NEWS SUMMARY

Nos. 34-36

October 4, 1960

TELEVISION

34. Winchell Quotes Dr. Berkson. WABC-TV and ABC Television Network.
October 2, 1960.

In the first telecast of his new series (originating in New York, 10:30 p.m. Sundays), Walter Winchell used the following item:

"Rochester, Minnesota -- here is good news for smokers and the cigarette companies.

"The top authority on medical statistics at Mayo Clinic is Dr. Joseph Berkson. He is quoted as stating that he does not believe in the figures linking cigarettes and lung cancer.

"In fact," says Dr. Berkson of Mayo's, "It is very doubtful that smoking causes lung cancer."

NEWSPAPERS

35. Experts Deny Smoking-Cancer Link.

The Associated Press wires, United Press International and afternoon newspapers, including the NEW YORK POST, gave attention October 4 to testimony delivered at the New Orleans lawsuit.

NEW YORK POST. October 4, 1960.

"New Orleans, Oct. 4 (AP) -- A U.S. District Court jury has before it today the testimony of three expert witnesses that there is no reason to believe that smoking causes lung cancer....

"...Those who testified yesterday were Dr. Harry S. N. Greene, professor of pathology at the Yale University School of Medicine; Dr. Douglas Sprunt, professor of pathology at the University of Tennessee; and Dr. William L. Tuttle, clinical professor of surgery at Wayne State University in Detroit.

"Greene said he did not consider Lartigue's (the deceased husband of plaintiff) smoking the cause of his cancer, but was interested in the fact that Lartigue had had tuberculosis and influenza...."

UNITED PRESS INTERNATIONAL. October 4, 1960.

New Orleans -- A Detroit surgeon scoffed at a statement by the U.S. Surgeon General about a relationship between smoking and lung cancer yesterday and told a Federal Court jury no such relationship had been proved despite "a great hullabaloo."

Dr. William Tuttle, identified by UPI as clinical professor of surgery at Wayne State University, Detroit, was one of three expert witnesses called by the defense at the New Orleans lawsuit and is quoted as the author of the "hullabaloo" statement.

(more)

UPI Wire Story continued

The UPI story states further that, when questioned by plaintiff's attorney concerning the Surgeon General's published opinion, Dr. Tuttle said the Surgeon General's report was "worked up by some boy and he put his name on it."

Drs. Douglas Sprunt and Harry S. N. Greene, pathology professors at Tennessee State and Yale University Schools of Medicine respectively, are quoted in the same vein by the UPI story.

36. Record Cigarette Sales Predicted. NEW YORK HERALD TRIBUNE. October 4, 1960.

Donald L. Rogers, business and financial editor for the HERALD TRIBUNE, signs a story presenting a number of facts on which to base an optimistic outlook on tobacco sales during the remainder of the year.

"Indications" (of a tie between lung cancer and smoking)... "have driven some hypochondriac and tough-willed types to foreswear the weed forever," Rogers states, but others "are puffing away at a great rate."

"Not only are more Americans smoking than ever before, but average consumption is a lot higher, too. Whatever the laboratory validity of the smoking-cancer thesis, the cigarette makers seem to have pulled off at least a public relations victory on the subject."

Rogers cites the editorial in the "Journal of the American Medical Association" citing "insufficient facts" to warrant a condemnation of smoking and the directed verdict at Pittsburgh as examples.

He adds: "If weightier documentation on the causality between smoking and cancer materializes, then all bets are likely to be off, but if the status remains quo, consumption is going to keep right on rising at a higher rate than the population as a whole."

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